

# Express Lane Tours

## READY.SET.GO

This guide will help you introduce the basics of good nutrition, as you move throughout the produce department, using the *5 a Day Express Lane Tour Cards*. The Express Lane Tour, developed by the *California 5 a Day Retail Program*, was designed to be an easy, fun way to teach the importance of increasing fruit and vegetable consumption. It is a unique tool to use when explaining the world of produce to consumers because it provides broad based knowledge about specific fruit and vegetable nutritional features, serving sizes, selection, and storage.

So get creative, have fun and let the Express Lane Tours guide you in the education of the wonderful world of fruits and vegetables!

### READY

- Contact the *California 5 a Day Retail Program* to obtain a list of participating stores, review this document in its entirety and order Express Lane Tour Cards. You can download an order form at [www.ca5aday.com/retail](http://www.ca5aday.com/retail).



### SET

- Complete a plan for hosting an Express Lane Tour.
  - Assemble a group of 8 to 20 people for each Express Lane Tour.

#### Helpful Hint

Contact [retail5aday@dhs.ca.gov](mailto:retail5aday@dhs.ca.gov) for tips on successful recruiting suggestions.

- Establish your preferred dates, times, and locations for hosting a tour.

#### Helpful Hint

Arrange tours during times which are not the busiest for your supermarket. Ideal times during the day are 8:00 a.m. to 2:00 p.m. Monday and Tuesdays are usually the slowest days of the week, while Saturday and Sunday are the busiest.

- Contact your identified retailer to schedule a *5 a Day Express Lane Tour*. Your retail contact (The title of this person varies from company to company—store director, store manager are the most common titles) should notify the store for you, and confirm your tour.

#### Helpful Hint

##### Key Talking Points

- Inform the retail contact you are calling to set up a *California 5 a Day Express Lane Produce Tour*. Be prepared to indicate:
  - When: Date, Time
  - Where: Store Location
  - How many: The total number of people you can take on a tour may vary according to the size of the store. Confirm with the retailer that the size of your group is acceptable at the store location you've selected
- Do your homework! Prior to the tour, take time to learn about the store by visiting the store and reviewing their Web site. Obtain as much background information as you can.
  - If you have questions about a particular store location, call or visit the store and ask to speak to "the person in charge of the store." (The title of this person varies from company to company—store director, store manager are the most common titles)

- Confirm all communication with the retail contact in writing. Ask if she or he prefers an email or fax follow up. Request a written confirmation and ask when you can expect to receive it. Provide your fax number and/or email. This ensures all parties understand what will be provided and when.
  - Contact your retail contact if you have to cancel a tour. Ask if you should follow up with a fax and/or e-mail.
- As an incentive, order *5 a Day Retail Program* nutrition education materials for tour participants. We recommend recipes cards, seasonality guides and cookbooks.
- Before the day of the tour:
  - Visit the store so you know your way around the produce department.
  - Find out where customer bathrooms are located.
  - Speak to the person in charge of the store that day (store director or store manager) to confirm the date, time of your tour. Be prepared to provide this person a copy of the confirmation form.



- Confirm the name of the produce clerk scheduled to work during the time you will be conducting a tour. Ask if the produce manager is available so you can tell him or her about your tour. This is a good time to ask if the store permits sampling during a tour.
- Since retail stores are open 24 hours a day, 7 days a week, it's quite possible the produce manager may or may not be in the store when your tour is scheduled. On the day of the tour, you will probably interact with a produce clerk. This is the commonly used title for the person responsible for stocking shelves in a produce department.
- Store policy regarding sampling of fruits and vegetables varies from store to store. If the store's policy is to offer samples, the produce clerk assigned to your tour will do this. Produce clerks are trained to wash the produce, cut it, and offer fruit and vegetable samples to all participants.
- Remind your group about the tour—confirm attendance, date, time and location of the store. Indicate that the floors in produce departments are often slippery and they should wear non-slip shoes.



## GO!

- Conduct the *5 a Day Express Lane Tour*
- The day of the tour:
  - Assemble your group outside the store. Provide nametags.
  - Before entering as a group, locate the store director/manager and introduce yourself as the *5 a Day Express Lane Produce Tour*. Confirm the name of the produce clerk on duty.

### Helpful Hint

It shouldn't happen, but it may. If the store director/manager says that he/she doesn't know about the tour and refuses to let you enter as a group, be prepared to provide your signed confirmation and the name and phone number of the contact person who set up the tour for you.

- Once the group is inside the store:
  - Proceed directly to the produce department. Introduce yourself and your group to the produce manager or clerk.
  - Begin your Express Lane Tour by highlighting the first fruit or vegetable in your card set.
    - Cards are grouped according to seasons – summer, fall, winter and spring. This is the time of year when California grown produce is at peak production. To the consumer, this means one thing: When produce is in season, it is the time of year when quality is best and prices are lowest.

- Explain how the fruits and vegetables featured on the Express Lane Tour Cards are kept fresh. Talk about the nutritional values, serving size, selection, and storage.
  - Refer to other sections of the store where the featured fruits and vegetables can be found. Point out 100% juiced, canned frozen and dried products.
- Concluding Express Lane Tour
  - Provide tour participants with *5 a Day* nutrition education materials (recipe cards, seasonality guides and cookbook).
  - When the tours are complete for the day, it is important to ensure that the location is left clean of trash and debris. These extra efforts will be appreciated by the store and further reinforce your value to them in reaching their customers with the *5 a Day* message.
  - Thank the store director/manager and tell him or her your group is now leaving the store.
  - Upon returning to your office:
    - Send a thank you note. Send a thank you note to the all of the retail contacts you worked with. Include a summary of the success of the tour and the appreciation your organization has for their support.

For questions about Express Lane Tours contact the *5 a Day Retail Program* at (916) 449-5410.

